

# WHOVA EXHIBITOR GUIDE

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## Setting up your booth

1. The organizer will send you a personalized URL link. Will look something like this:  
<https://whova.com/xems/engage/exhibitor/eventID/letters1234567/>
2. When you open the URL, you will see your event name at the top of the page (e.g. Event Technology Conference), and your company name (e.g. Ike's Hummus) will appear under it.

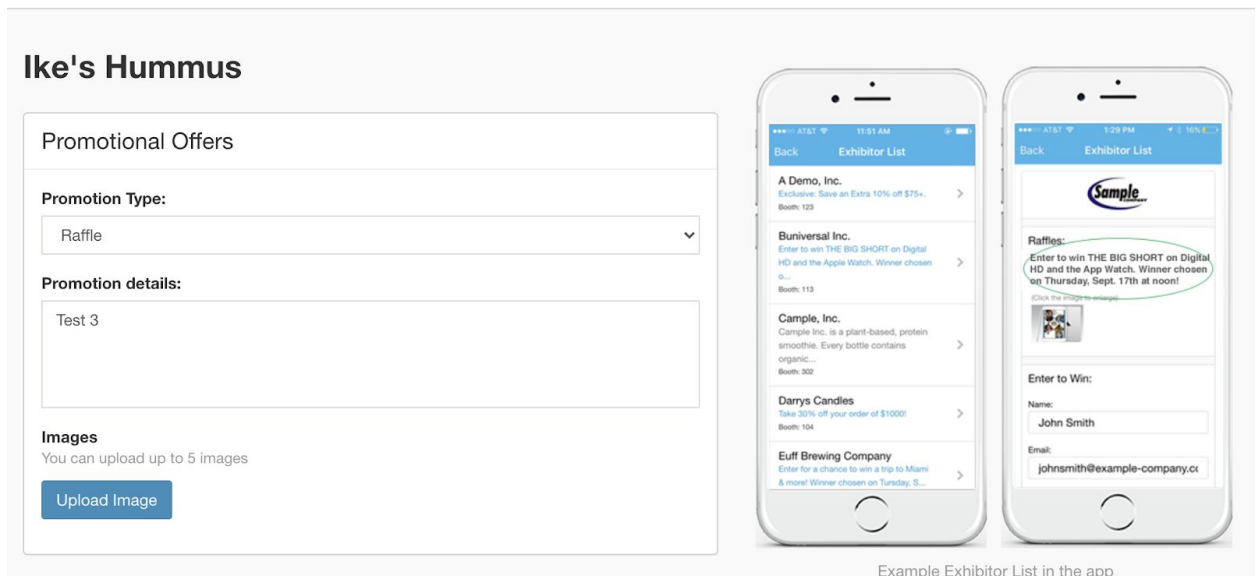
The first portion will allow you to add a promotional offer such as a raffle, giveaway or coupon (drop down arrow). You do not have to create a promotional offer, but if you do decide to enable this feature, you may only pick one promotion type.

After you pick your promotion, you can write the details in the open text box. You may also upload images related to your promotional offer.



## Event Technology Conference

Please submit any promotional offers you may have and add members to your booth staff



3. A. Once you are done filling out your promotional offer, you will continue into the Company Showcase. This is where you can upload a livestream and/or pre-recorded video link; you may upload one livestream and one video per booth space.

For your livestream to be within Whova (so the attendees who come to your booth stay in your booth when viewing the videos), please use Zoom, Vimeo or Youtube Live.

In regards to the stream time, you will want to discuss with the event organizer as to list a time that does not conflict with the main agenda.

For recorded videos, all services please use Zoom, Vimeo, Youtube, or Wistia.

B. Also in this screenshot we see Company Information - you will want to upload your company logo (any image format), your phone number and website. **TIP:** There are some companies who decide to put their representatives meeting link in the website space.

## Company Showcase

### Live Showcase Link:

Services recommended: Zoom Meeting, Google Hangouts Meet, Vimeo Livestream, WebEx, Microsoft Teams, Skype for Business, GoToMeeting, UberConference, Blue Jeans, GlobalMeet, CenturyLink, EasyWebinar, On24, Hopin, ClickMeeting, LiveStorm, Wowza, Adobe Connect, Twitch, Youtube Live, Facebook Live, Periscope, Younow, Bambuser, Ustream, Dacast, Crowdcast, and Brightcove

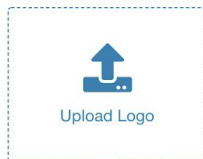
### Stream Time:

### Timezone:

### Company Video:

Services recommended: Youtube, Vimeo, Zoom, DailyMotion, Wistia, Sprout Video, Brightcove, iPlayerHD, VeritasTV, Crowdcast, and Wix Video

## Company Information



### Phone Number:

### Website:

## Frequently Asked Questions

### What are the benefits of providing promotions in Whova?

The new feature provides another way for you to engage with attendees and gain more leads. You can attract more visitors to your booth even before the event starts.

### What information do I need to provide?

Currently we support two types of promotional information: Raffles/giveaways and coupons. For raffles/giveaways, you will need to provide a description and simple rules if you have any. For coupons, in addition to the description, you will also need to provide the coupon image.

### Do I have to participate? What if I don't have any promotions?

No, you don't have to participate. If you don't have any promotions, you will still be listed as a regular exhibitor in the app.

### How do I know who requested and received my promotion information? How can I announce the winners?

During and after the event, we will send you a summary of attendees who have signed up for your promotional activities. With this list, you can easily contact and message them in the Whova app.

- The rest of Company Information includes space for your address and a company description. In your company description, you may place your website link if you decided to put the meeting link in the website space above.

Lastly, we see Primary Contact (only organizers can update this), and Booth Staff (which needs to be updated on the app which we will go over in the next section).

Should go without saying, but consent to the terms & click submit to be all set on Whova!

**Address:**

Company Address

**Company Description:**

We make hummus, with love.

**Primary Contact**

Ike's Hummus (Ike.Ashbaugh@Whova.com)

**Booth Staff**

You can invite any additional staff that will be at the booth collecting leads in the Whova app.

By selecting this box, you agree to Whova's [Terms of Use](#) and [Privacy Policy](#). Whova is not responsible for any disputes between you and individuals who sign up for the offers. Whova is also not responsible for any misconduct from individuals who sign up for your offers. While this service is designed to help exhibitors get more booth traffic, Whova is not responsible for the final result. You agree and acknowledge that Whova is entitled to modify, improve or discontinue any of its services at its sole discretion and without notice to you even if it may result in you being prevented from accessing any information contained in it.

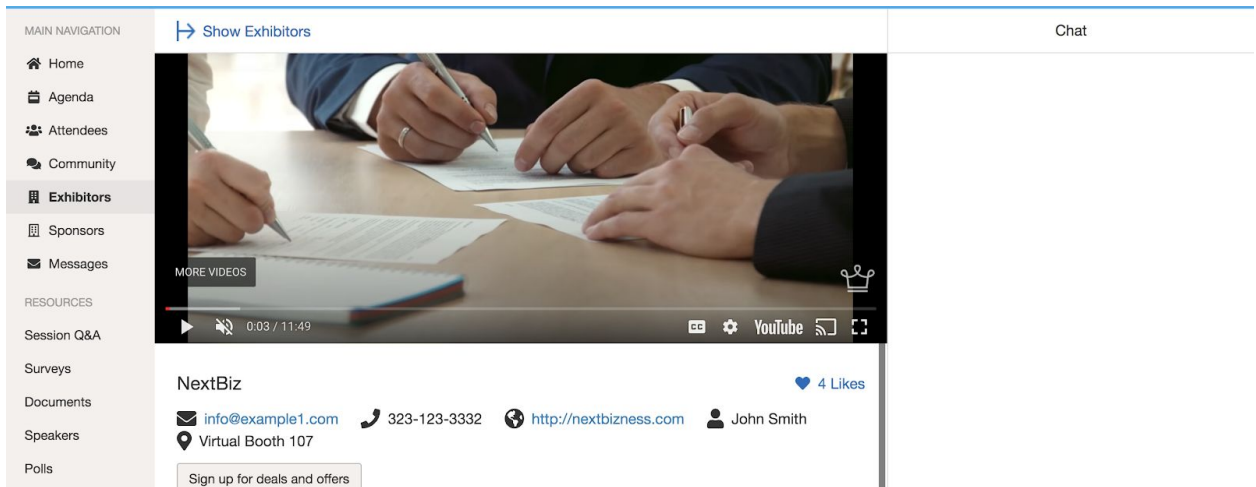
**Submit** Take down the promotion

## Viewing your booth

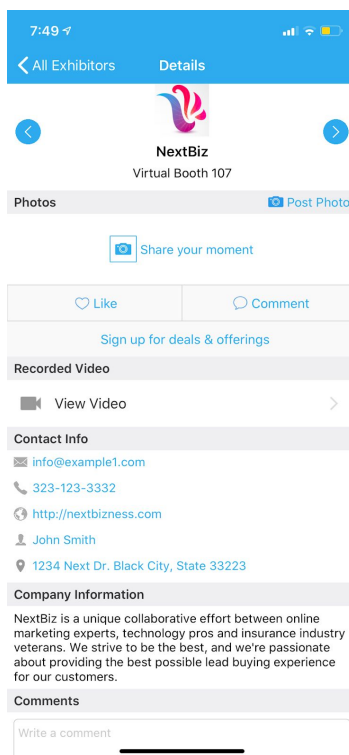
The Whova platform must be live. Sometimes the organizer will send your booth set-up link months before, so please be aware this option might not be available immediately.

1. Whova has two ways to view your booth and event information. There is a desktop version, where the link will look like: <https://whova.com/portal/webapp/EventID/>

A finished booth can be found under the “Exhibitors” tab, and the image below shows a filled exhibitor booth. You’ll notice there are additional ways attendees can interact with you: a public open chat on your booth, and a “likes” count.

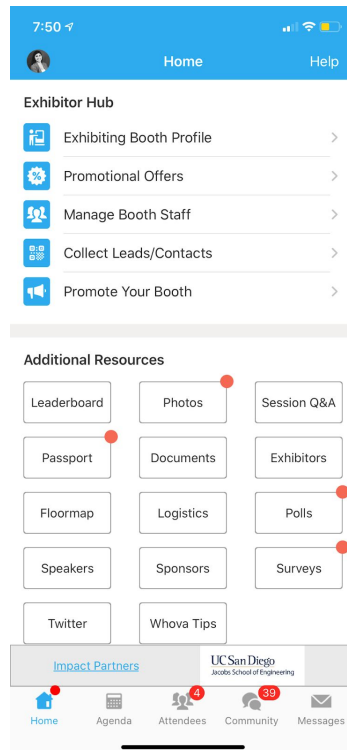


- We also have a mobile app. You can download the **Whova App** via the Google Play or App Store. Your profile would look like this (iphone image below).



The “share your moment” are images separate from the images picked in #2, promotional offers.

The comment is the same as “chat” from the desktop version.



In the Whova App, you will have an Exhibitor Hub. Only listed exhibitors see the Exhibitor Hub.

- Exhibiting Booth Profile: edit your booth info
- Promotional Offers: edit your promotional offer
- Manage Booth Staff: add fellow colleagues. Please note they must already be registered for the event - speak with your organizer to get them on the attendee list if they are not already.
- Collect Leads/Contacts: Add Lead manually; export an excel of your leads to your email
- Promote Your Booth: stock images to promote your booth on social media